

**ELDER** 

PRESENTS IN PRINT

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# PRESENTS & PRINT

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(WITH SOME IN COLOR AND GOLD)
FROM THE PRESSES OF PAUL ELDER & COMPANY



### WHAT GIFTES I WOLDE GIVE



O cheere my Friendes,
I wolde not give D
Colde, tongueless Thynges,
but Bookes that live
To utter Thoughtes and
Truths Divine,

Or Mottoe-Cards of faire Designe. For other Pleasures pall with Age, But Naught survives Ye Lettered Page; And he who sendeth Giftes, I-wot, That Speak in Print, is unforgot!

> PAUL ELDER & CO. 239 GRANT AVENUE SAN FRANCISCO

## Caxton Loquitur

"And now, mine own deere Son, since ye Term of thy Indenture draweth to a Close, and thou wilt soon, as befitteth Master Printer, sette up Shoppe of thine own, once

again wolde I counsel thee concernyng ye Mysterie of our Craft:

"A likelie Lad thou art, and a well-skilled, and I foresee that thou wilt imprint a-manie Bokes of diverse Kinds, aye, and Pamphlets and Broadsides, too, and mayhap Mottoe Cardes, quaintly lettered and coloured right curiouslie. This is well; for, whether thou printest ye gravest Worde of sober Sage, or ye lightest Jeste or Rime, thou mayest take Assurance that this, our Worlde, hath ample need for both Wisdom and Mirth,—aye, and Beautie to boot. Heed onlie that there be no Harm in aught thou printest. Grave or Merrie, let all that cometh of thy Presse be for ye Betterment of Mankind. "Soe for ye Matter; nowe for ye Manner in which thou shalt order thy work:

"Bear ever in Minde that thy Craft is a Right Worthie Craft and one in no-wise to be dishonoured. See then that thy Types bee ever deftly cut, thy Paper or Parchment of ye Beste, thy Imprintyng cleane, clear & true, thy Pictures neatly graven, thy Colours rightly chosen and well laid on, thy Bindyng both Staunch and Comelie and proper to its Boke.

"Ab, what a sorrie, haplesse Thyng is a Virtuous Boke, ill-made and ill-bound! Naked Truth may be well enough; but if Falsehood be faire-arrayed and Truth be

foully clad, which will Men regard?

"Mark me further: Rememberest thou how I didde bring home to Meat, worthie Master Overbeck, and how our good Dame didde look upon him with great Disfavour? And for why? Because, whilst hys Discourse was both wise and witty, yet were hys Haires unkempt, hys Handes unwashen, hys Cloake and Doublet soiled and torn. Yea. And didde not our Dame, contrarie-wise, give blithe Wellcome to that sad Runagate, Francis Deeringe, even bycause though he spake naughte save witless, frothie Follie and worse, yet was hys Person seemlie and hys Raiment faire and well-befittyng hys Yeares and Station?

"Verilie, if we wolde have our Friendes that doe converse with us but an Houre at a Time, our Familiars that doe abide with us perchance a Nighte at most,—if we wolde have these ever neat and fresh to View, how much more sholde we desire unfailyng Beautie and Seemliness in Bokes that doe live with us all our Lives and doe converse with us at length and whenever we doe ope their coveres!

"Forsooth, Kyng Solomon didde say: 'Of ye makyng of manie Bokes there is no End.'

But I say, moreover, 'Of ye makyng of good Bokes is there a sorrie Lack.'

"Thus, then, doe I counsel thee, my good Ladde: That thou shalt soe manage thy Business that naughte shall leave thy Presse, be it ye hughest Volumn or ye smallest Carde, but what shall bee as beauteous, perfect and cunnynglie wrought as thou canst devise with all ye Craft that I have taught thee and that which thou shalt hereafter learn for thyself. Doe this, and doubt not that Men will honour thee and God will bless."

GHRISTMAS FREETINGS
This card entitles
to a continuous membership in the Fiction Library,
at 239 Grant Avenue, San Francisco, with
days paid rental, subject to minimum charges,
and thereafter at regular rates.
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Fiction Library: Red Room, rear Balcony

PAUL ELDER & CO. 239 GRANT AVENUE SAN FRANCISCO If I do not the works of my Father, believe me not. But if I do, though ye believe not me, believe the works: that ye may know, and believe, that the Father is in me, and I in him.—John x: 37,38.

From
THE WORKS OF JESUS
Refer to Pages 2 & 3

REIGHTS OF TRUTH: AS THE MERCHANTMEN OF TYRE BROUGHT TO KING SOLOMON THE TREASURES OF ALL THE COASTS OF THE ANCIENT WORLD, SO DO MODERN THINKERS BRING US YET RICHER CARGOES OF COMFORT, ASSURANCE, STRENGTH AND LOVE FROM THE EXHAUSTLESS STORES OF THE MOST WONDERFUL OF BOOKS. TODAY, BIBLICAL INTERPRETATION HAS GIVEN PLACE TO BIBLICAL CITATION, FOR THE BIBLE EXPLAINS ITSELF. ITS GREAT TRUTHS, SIMPLY PRESENTED, ARE SUFFICIENT FOR ALL NEEDS.

BLESSINGS: Basic Truths in Bible Mosaics, compiled by Agness Greene Foster. Strength and comfort for all is the message of this little volume. The deep and, in the truest sense, practical philosophy of the Bible is here developed in sequences of selections from that grand Book which was made for man. Blessings, Promises, Commands, Admonitions and Answers are the titles of the five chapters, each chapter being a mosaic of biblical selections arranged to form coherent essays illustrating vital truths of life. The book is printed on fine Normandy vellum in two colors. Blashfield's beautiful "Christmas Bells" serves as a frontispiece; and the several chapters are beautified by reproductions of Plockhörst's "Christ Blessing Little Children," Hofmann's "Christ Among the Doctors" and "Christ in Gethsemane," "St. John the Baptist" by Andrea del Sarto, and "The Kneeling Samuel" by Reynolds.

RELIANCE EDITION: Bound in flexible Florentine, 75 cents net. RESURGAM EDITION: Bound in heavy Fabriano boards, inlaid panel design, with Shiki silk back, boxed, \$1.25 net.

BIBLE MOSAICS: Arranged by Agness Greene Foster. Four chapters of Blessings are here presented as individual books, each with its frontispiece, under the titles, Promises, Commands, Admonitions and Answers.

STUDENTS' EDITION: Bound in flexible Strathmore Japan in Strathmore envelope, each 50 cents net. JORDAN EDITION: Bound in flexible suede, boxed, each \$1.25 net.

THE WORKS OF JESUS: CHRIST'S HEALING ACTS, cited from the Bible by EDNA S. LITTLE. Christ the worker, Christ the healer, Christ the doer of deeds and comforter of men. What Jesus wrought is set forth in this compilation which assembles and literally restates those acts of the Founder of Christianity recorded in the New Testament; and to the record is appended the Sermon on the Mount as the recognized epitome of undoubted Christian doctrine.

This book, which has been found so invaluable by church workers, and so great a source of comfort to many readers, is yet appealingly frank and simple in its plan. It is the record. Nothing is added, nothing is taken away. The noble head of Christ from Leonardo da Vinci's "Last Supper" has been chosen as a frontispiece, and an appropriate design is paneled on the olive-tinted cover.

BETHLEHEM EDITION: Mitered rule composition on Normandy vellum, bound in flexible Fabriano, 75 cents net. OLIVET EDITION: Bound in Fabriano boards, boxed, \$1.25 net.

LEASANT RECORDS: TO NO PRINTED BOOKS DO WE TURN WITH MORE PLEASURE THAN TO OUR OWN WRITTEN CHAPTERS ON LIFE, LOVE AND FRIENDSHIP. AND ESPECIALLY AS WE PLAY A PART IN THE LIVES OF OUR FRIENDS, NO GIFT TO A FRIEND IS MORE WELCOME AND APPROPRIATE THAN A WELL-MADE RECORD BOOK IN WHICH MAY BE PRESERVED THE NOTES, SIGNATURES, PICTURES & OTHER MEMENTOES THAT RECALL HAPPY DAYS.

WEDDING BOOK: THE HOUSE THAT JACK BUILT, by ROBERT WILSON HYDE. Hail to the Bride! Is there ever a happy bride who does not delight to recall every incident of her wedding? The Wedding Book, with its graceful humor, beautiful illustrations and embellishments and fine, durable binding, will hold for her, as if laid in lavender, all memories of the happy day when she was the most important person in her world.

"This is the House that Jack Built.
This is Sir Jack of High Renown,
You've heard of him I'll wager a crown,
That built the House that Jack Built.
This is the Maid of the Dainty Gown
That captured Jack of High Renown
And lived in the House that Jack Built."

So the merry rhyme runs on from page to page, dealing with the bride, the bridegroom, and their future home, the bridesmaids, the bridesmen, the day, the church, the priest, the "parchment" (which means the marriage certificate), the kith and kin, aunts, uncles, cousins and all, the friends, the gifts all classified, the feast and the toasts and songs with which it was glorified, all with the amplest room for recording the details under these and other heads. A broad

panel design, gorgeous in many colors and gold, showing all the personages and properties of this great domestic drama, runs continuously along the upper part of the doubled pages; and the pictures are certainly none the less attractive because the characters are portrayed in the splendid costumes and appointments of the Middle Ages. Nothing has been spared to make the book a gift that any bride will be glad to treasure and proud to show in future years. It is of ample size, 10 x 11 1/4 inches, as its generous purpose demands, and the heavy covers are embossed with an appropriate design.

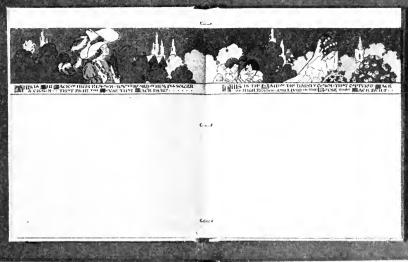
BRIDAL EDITION: Bound in white buckram, boxed, \$3.50 net. Joy Bell Edition: Bound in full Shiki silver silk in Shiki silk case, boxed, \$6.00 net. Orange Blossom Edition: Bound in full white calf, boxed, \$10.00 net. Orange Blossom Edition, Extra: Bound in full white calf, enclosed in a white calf case, boxed, \$15.00 net.

THE CRAFTSMAN GUEST BOOK: TO HOLD THE BRIGHT CHRONICLES OF HOSPITALITY. Designed by ROBERT WILSON HYDE; verses by ARTHUR GUITERMAN. Perhaps a friend has just moved into a new home or is giving a "house-warming" and the occasion demands a gift; perhaps a friend has entertained you in his home, in city or country, and a graceful acknowledgment to your host or hostess would seem to be in order; then the Guest Book, beautiful in construction and with the very spirit of hospitality pervading every page, will fill the need of the hour as no other present can. The two-page frontispiece is a marvel of modern color work. There are one hundred and twelve pages of heavy French cream vellum with decorations in dark green, arranged to receive the guest's own record, - name, address, date of visit and "remarks"; and at the head of each page is a greeting verse from somebody or something in the house, so that wherever a guest opens the book he will find his welcome. Everything and everybody, from the Carriage-Stone before the gate to the Weather-Vane on the roof; from the Hostess at the door to the Canary in the cage have their word of greeting in couplet or quatrain until the House-Spirit, at night, concludes with the Blessing of the House:

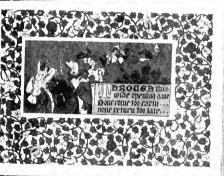
"Unseen I brood, the Blessing old to give:
"Sleep soundly. Wake in vigor. Gladly live."

There are also pages of mounting-paper for photographs of guests and like souvenirs, and drawing-paper to receive the sketches of artist friends. It is a volume of imposing dimensions, 15½ x 11½ inches, well worthy of its destined place on the table of the living-room or library; for it is truly a triumph of bookmaking, unapproached in its field.

HOUSE GIFT EDITION: Bound in specially woven golden fabric, hinged, boxed, \$7.50 net. ALL HAIL EDITION: Bound in full russet pigskin, boxed, \$15.00 net.







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THE REMEMBRANCE GUEST BOOK. Designed by ROBERT WILSON Hyde; verses by Arthur Guiterman. This attractive volume reproduces the CRAFTSMAN GUEST BOOK in design, construction and contents, but is planned as a smaller volume to make it suitable for more general use, its dimensions being but 83/4 x 11 1/4 inches. The same design in full color is reproduced for the frontispiece, and the same series of gracious hospitalities appear at the head of each page, rubricated in the border designs of green and black in which are spaces for the record of guests. Pages are reserved for the artist friend to show his handiwork, and others appear upon which to attach some souvenir, a photograph or other memento, and a section of stubs is also provided for the convenient insertion of letters and documents. The conventional title page is notable by its absence from both editions, the publishers being content with a modest colophon and, instead, supplying in the front of the volume a rubricated page upon which the owner's name may be engrossed. The REMEMBRANCE GUEST BOOK is shapely, complete and convenient and should prove just the right book for many a home.

COSY-CORNER EDITION: Bound in buckram, boxed, \$3.50 net. Greeting Edition: Bound in full Shiki silk in Shiki silk case, boxed, \$6.00 net. Welcome Edition: Bound in full russet pigskin, boxed, \$10.00 net.

THE GIRLS' COLLEGE RECORD: A TREASURY FOR MEMORIES OF STU-DENT DAYS AND WAYS. Arranged by VIRGINIA WOODSON FRAME. Here is the best of gifts for a college girl, for it is something that will hold a place in her daily life; a record of the four years of undergraduate life. It is printed in color with full-page cartoons, topical decorations and the right sort of verses.

CAMPUS EDITION: Bound in gray crash buckram, stamped design, boxed, \$1.50 net. Ivy Edition: Bound in suede leather boards, boxed, \$3.50 net.

THE AUTO GUEST BOOK: For Details of Motor Trips, Trials and Triumphs. By Ethel Watts-Mumford Grant and Richard Butler Glaenzer. "Though thou swear by thine auto seven times, the eighth thou wilt swear at it," so saith Punbad the Railer, that dispenser of gasoline-scented maxims in this book for all who enjoy auto rides whether as owners or guests. The pages of rich toned paper, printed in two colors with elaborate humorous decorations, are prepared to receive full accounts of motor excursions with all their varied adventures and misadventures. Each book is enclosed in a red box on which appears a gold cup, the "Trophy of the Chased."

Motor Edition: Bound in full linen, boxed, \$1.00 net. Spark Plug Edition: Bound in full automobile leather, boxed, \$3.00 net. Craftsman Edition: Bound in heavy leather, hand-carved and colored, boxed, \$6.00 net.

ELECTED GIFT BOOKS: TO BE SURE, ANY BOOK, FROM DICTIONARY TO DIME NOVEL, MAY BE A GIFT, BUT IT IS A COMBINATION OF SEVERAL HARDLY DEFINED QUALITIES OF CHARM THAT MAKES SOME BOOKS PECULIARLY SUITABLE AS GIFTS, ESPECIALLY HOLIDAY GIFTS. THEY MAY BE BOOKS OF HUMOR, QUOTATION, FICTION, POETRY OR ROMANCE AS DIFFERENT TASTES REQUIRE; ONLY THEY MUST NOT BE TOO HEAVY, & THEY MUST, ABOVE ALL, BE BEAUTIFUL.

IN LIGHTER VEIN: Bundles of Laughter in Quip and Anecdote, gathered by John de Morgan. "Laughter untainted with bitterness is the best of soul foods and tonics," wrote Miss Ethel Colson in a review of Mr. De Morgan's book so laudatory that the jolly jester's face on the cover fairly blushed in pleased embarrassment. But the book is truly good company for any one. Imagine sitting down at table with Queen Elizabeth, and Bill Nye, and Dr. Johnson, and Henry Ward Beecher, and Sir Arthur Sullivan and Bret Harte, and, well, almost every one else you ever heard about, and listening to them swapping their best yarns and experiences! These stories were rescued by Mr. De Morgan from all sorts of out-of-the-way places, and are not the kind that everybody knows. Besides, as another critic says, this is "a good book to read before dining out," for it is carefully indexed and will supply the speaker and writer with plenty of effective illustrations.

Merry-Thought Edition: Bound in flexible blue weathered French boards, boxed, 75 cents net. After-Dinner Edition: Bound in blue Fab-ri-ko-na buckram, boxed, \$1.50 net. Speakers' Edition: Bound in flexible New Zealand roan leather, boxed, \$3.50 net. Craftsman Edition: Bound in heavy leather, hand-carved and colored, boxed, \$6.00 net.

WEATHER OPINIONS: BITS OF WEATHER LORE WITH INTERLEAVES ON WEATHER SUBJECTS. Compiled by Jennie Day Haines. Fair or rainy? No matter. Whatever the season, whether Old Probabilities sends zephyrs or waterspouts, you'll find something lively and appropriate to the occasion, quotations, proverbs, weather rhymes, weather signs, and cheerful weather philosophy. The book is printed on cream Normandy vellum with green border rules enclosing text and original decorations. Every now and then there are interleaves of white paper with red border rules and black text, devoted to such allied subjects as, The Clerk of the Weather, The Umbrella, Almanacs, The Weather-Vane, Fans, Dog-Days, The Moon and the Weather, and Halcyon

Days. A very pretty picture by Gordon Ross printed in delicate tints on Japanese paper serves as a frontispiece. The new Weathercock Edition is significantly bound in "flexible chameleon," the changeable parchment effect symbolizing the notorious fickleness of the weather. The cover is lettered in red and green and the book is enclosed in a red box upon which the cover design is repeated.

Weathercock Edition: Bound in flexible chameleon, boxed, \$1.25 net. Halcyon Edition: Bound in Fabriano boards with Sugiyama golden back, boxed, \$2.00 net. The Weather Clerk's Edition: Bound in full champagne kid, boxed, \$5.00 net.

CHRISTMASSE TYDE: YULE-TIDE QUOTATIONS AND LITTLE ESSAYS. Compiled by JENNIE DAY HAINES. Everything about Christmas is here. Christmas poems, selections, hymns and carols, Ye Holly Branch and Ye Mistletoe Bough, Christmasse Eve, Ye Yule Log, Ye Christmasse Waytes, Ye Christmasse Bells, Christmasse Day, Christmasse Carols, Christmasse Lullabies, Ye Wassaile Bowle and all other subjects pertaining to the season even unto Twelfth Night are treated with full justice under their proper headings. What else is needed for Christmas reading, or for the school celebration? No book could make a more beautiful or suitable Christmas gift than this, for it is printed in old missal style, but the antique touch does not interfere with the perfect clearness of the rich black text, and the strong headings enclosed in hand-made rules of antique red stand out as though embossed on the creamy surface of old Normandy vellum. The frontispiece, a Madonna and Child by Gordon Ross, is printed in delicate tints on hand-made tissue from Japan. The changeable parchment effect in the chameleon covers of the new Mistletoe Edition is a pleasing novelty in bookbinding.

MISTLETOE EDITION: Bound in flexible chameleon, boxed, \$1.25 net. Holly Edition: Bound in Ancona Italian hand-made boards, boxed, \$2.00 net. Yule Log Edition: Bound in full champagne Siberian kid, boxed, \$5.00 net. Craftsman Edition: Bound in heavy leather, hand-modeled and colored, boxed, \$10.00 net.

YE GARDEYNE BOKE: SAYINGS ABOUT GARDENS AND GROWING THINGS. Compiled by Jennie Day Haines. Gardens and flowers and green things growing are supposed to appeal to all the descendants of "the grand old gardener"; and no one who has retained any share of his inheritance from Adam, his love for the soil, will fail to find a source of delight in this collection of pleasant, wise and beautiful words concerning gardens and their products.

Trellis Edition: Bound in flexible Sugiyama French boards, boxed, \$1.00 net. Arbor Edition: Bound in buckram, boxed, \$1.50 net. Pergola Edition: Bound in green Italian leather, boxed, \$3.00 net. Craftsman Edition: Bound in heavy leather, hand-modeled and colored, boxed, \$8.00 net.

THE SPINNERS' BOOK OF FICTION: TYPICAL TALES OF MODERN WESTERN WRITERS, collected by The Book Committee of the Spinners' Club. This is the voice of the Far West. Here are tales by seventeen distinguished California authors, illustrated in color from paintings by six prominent California artists, and gathered by San Francisco's celebrated literary group, The Spinners' Club. It is an ideal gift book of good tales, well told, perfectly printed and interestingly bound and boxed.

Printed on fine, white, deckle-edge paper, with gilt top, and a medallion picture on cover. Bound in Spinners' linen, boxed, \$2.00 net.

THE PRINCESS OF MANOA: WITH OTHER ROMANTIC TALES FROM THE FOLK-LORE OF OLD HAWAII. By Mrs. Frank R. Day. Legends of love and heroism, tales of the Kanakas and their potent fire-goddess whose seat is in the red-heart of their ever-smoldering volcano, are here presented for the delectation of all who take pleasure in well-told stories of a wild yet lovable race. The book is printed and rubricated on a golden-brown paper that itself suggests the tawny islanders of the Pacific, and the ten large illustrations by D. Howard Hitchcock, with the effect of dark-toned photogravures tipped upon mounting sheets, give a characteristic touch to a beautiful book that is quite certain to be different from any other in the library.

Bound in full brown basket buckram, \$1.50 net. Kanaka Holiday Edition: Bound in red-brown Spanish leather, gilt top, in slide-box, \$3.00 net. Craftsman Edition: Bound in rough calf boards, hand-colored, boxed, \$8.00 net.

THE RAVEN: Prefaced by The Philosophy of Composition. By Edgar Allan Poe. How distinguished a niche Poe fills in the world's literature was abundantly shown in the tributes to the weird genius of the unfortunate poet at his recent centenary. Many have called The Raven the greatest American short poem, and the remarkable essay, The Philosophy of Composition, in in which the poet describes in detail the construction of his masterpiece, is perhaps his most striking contribution to the literature of critical analysis. The poem with its commentary is published in a large quarto edition, printed on Arches hand-made paper and liberally illustrated with full-page photogravures. Each page has a rubricked initial and marginal decoration by Will Jenkins, and the typography is all that could be desired. In the new Lenore Edition a strangely pleasing effect suited to the nature of the poem is produced in the shadow-board binding which shows ghostly traceries of leaves beneath the surface.

LENORE EDITION: Bound in flexible Japanese shadow-paper, French boards, boxed, \$5.00 net. Pallas Edition: Bound in gray Ancona boards, with leather back, in slide-box of Italian gray, \$6.00 net. Fordham Edition: Bound in full Flemish kiphide suede, gilt top, in slide-box, \$10.00 net.

EART CULTURE: WITHOUT CANT OR AFFECTATION IT MAY BE SAID OF SOME BOOKS THAT THEY BROADEN THE VISION, WARM THE HEART AND GIVE US A FULLER APPRECIATION OF LIFE AND A DEEPER LOVE FOR OUR FELLOWS. BOOKS THAT DO THIS GIVE JOY WHERE OTHERS GIVE MERELY PLEASURE. MOREOVER THEY ARE FACTORS IN THAT UPLIFTING OF PERSONALITY WITHOUT WHICH THE PROUDEST SCHEMES FOR THE IMPROVEMENT OF MANKIND MUST BE FUTILE.

THE MINISTRY OF BEAUTY: ETHICAL ESSAYS OF LOVE AND SERVICE. By STANTON DAVIS KIRKHAM. It is easy to see that these thirteen clear, strong, joyous essays are not the work of a closeted recluse, but of a man of action as well as of thought, a man who knows the streets of the city, the wider world of mountain, sea and desert, and the ways and hearts of men as well as the printed page. He writes of Beauty, Life, Religion, Philosophy, The World-Message, Work, Health, Happiness and other great essentials, never falling into the error of "fine writing," but always uniting clearness and simplicity with beauty of style. The book is perfectly printed on Cheltenham antique deckle-edge paper. The new popular Starlight Edition is bound in gray with the title stamped in gold, and a graceful illuminated selection affixed as a frontispiece.

STARLIGHT EDITION: Bound in gray weathered boards, buckram back, with design in gold and color by Harold Sichel, and frontispiece, boxed, \$1.75 net. Readers' Edition: Bound in Krash-ko-na buckram, gilt top, \$1.50 net. Craftsman Edition: Bound in heavy leather, hand-modeled and colored, boxed, \$6.00 net.

WHERE DWELLS THE SOUL SERENE: A Message of Practical Idealism. By Stanton Davis Kirkham. In this volume, printed and bound as a companion to the preceding, Mr. Kirkham discusses in his intimate, easy fashion such topics as Elements of Freedom, The Idea of Religion, The Significance of Thought, Ethical Relations, Wealth and True Aims. The popular Hearthside Edition, just issued, is bound in coffee-brown boards with the title stamped in black and gold and an illuminated frontispiece within.

HEARTHSIDE EDITION: Bound in coffee-brown weathered boards, buckram back, with frontispiece, boxed, \$1.75 net. Readers' Edition: Bound in Fab-ri-ko-na buckram, \$1.50 net. Craftsman Edition: Bound in heavy leather, hand-modeled and colored, boxed, \$6.00 net.

SYLLOGISMS: LOGICAL REASONS FOR EVERY-DAY HAPPINESS. Compiled by LEE WASHINGTON. This is a spiritual calendar. For each day in the year the book gives a reason for right living from the Bible, and below the Bible text a quotation emphasizing and logically developing the scriptural thought. Thus are provided unfailing arguments for faith, strength and courage, promises of joy, health and peace to all who love and work to make life blessed and useful.

These things are written,
... That believing
Ye might have life through
His name.
—St. John xx: 31.

The book is printed on Cheltenham paper with decorations, and includes nine full-page photogravures of great paintings of biblical subjects, such as Anton Dietrich's "Christ Stills the Tempest," Lerolle's "The Arrival of the Shepherds" and Riviere's "Daniel's Answer to the King."

Bound in green Fab-ri-ko-na buckram, boxed, \$2.00 net.

MOSAIC ESSAYS (COLLECTED): ALLIED THOUGHTS OF NOBLE MINDS. Compiled by PAUL ELDER. Words of great thinkers on lofty themes,—Friendship, Love, Happiness, Success, and Nature,—are here ingeniously arranged so as to form consecutive essays. Handsomely printed and rubricated with title page and end-papers in color-tone on Japan vellum. The new, popular Camelot Edition is bound in an effective flexible red-brown French board stamped in gold.

CAMELOT EDITION: Bound in flexible Florentine, boxed, \$1.00 net. STRATFORD EDITION: Bound in flexible leather, boxed, \$3.00 net.

MOSAIC ESSAYS (INDIVIDUAL). Individual copies of the different Mosaic Essays included in the collection,—1. Friendship, 2. Love, 3. Happiness, 4. Success, 5. Nature,—are obtainable in two editions.

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"So near is evil when we're weak
And cry I can't, yet ill
And good exist but to bespeak
Our character—our will."

"So near is grandeur to our dust, So near is God to man, When Duty whispers low, Thou must, The Will replies, *I can*."

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"The Parrot and the Carrot we may easily confound— They're very much alike in looks and similar in sound; We recognize the Parrot by his clear articulation, For Carrots are unable to engage in conversation."

With a skill both in description and in drawing (for he did the pictures, too), worthy his dignity as professor of experimental physics at Johns Hopkins University, the author thus teaches us the differences between the Bird and the Burdock, the Clover and the Plover, the Rue and the Rooster, the Roc and the Shamrock, creating one of the most original bits of humor that the great American people have ever laughed at. The new edition comes in a lively red box.

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"Poets are born, not paid."
"Never strike a woman—tell her she can't reason."
"It's a long love that has no turning."

It has the most surprising descriptions of the heavens during the different months, and there never was a calendar that propounded to you the awful secret of your lucky and unlucky days as accurately as this. Where else will you find such practical rules of etiquette as:

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Yes, it is the ideal gift for New Year's.

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"Who cooked this rice?"
"Not I!—that Worthless Hound!"
"T is very nice."
"Why—yes—I stirred it round!"

They are rich in shrewd hits on human frailties, not unlike some of our own sayings, but far more picturesque, as:

"Two Sparrows for one rice-grain made a riot.
The Cat was Arbitrator;—all is quiet."

Nor is a tenderer element wanting:

"My Hair hung low, a giossy Braid;
Thy Beard was down upon thy chin;
Our Love, the Love of Youth and Maid,
To which all other Love is Sin!"

The book is printed in Oriental style in deep tan-brown on heavy paper, with an unusual frontispiece in color by Will Jenkins.

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THE LOVE SONNETS OF A HOODLUM: SLANGFUL SIGHINGS OF A ROMEO OF THE STREETS. By WALLACE IRWIN. Some day, when Mr. Irwin's bust is unveiled in Westminster Abbey, you will treasure this book even more as the work that made him famous. To gather an idea of the hero of these touching sonnets, behold him as he fain would see himself:

"As follows is the make-up I shall buy

Next week, when from the boss I draw my pay:—

A white and yellow zig-zag cutaway,

A sunset-colored vest and purple tie,—"

There's a lot more, but it is a shame to knock off these little specimens, or to abbreviate the passionate outpourings of a soulful nature.

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"For when your arms are full of girl and fluff,
You hide your nerve behind a yard of grin;
You'd spit into a wildcat's face and bluff
A flock of dragons with a safety-pin."

Besides that, it is impressively decorated and illustrated by Raymond Carter.

Step-Lively Edition: Bound in red transfer paper boards, boxed, 50 cents net.

THE RUBÁIYÁT OF OMAR KHAYYÁM, JR.: Soliloquies on Beauty, Tobacco, Hairpins and Other Things. By Wallace Irwin. It grew and grew and still the wonder grew, that one small head could harbor all he knew. Not that his head is really small, but listen to this:

"A Microbe lingers in a Kiss, you say?
Yes, but he nibbles in a pleasant Way.
Rather than in the Cup or Telephone
Better to catch him Kissing and be gay."

Lots more of the same sort, wiser and more humoristical. The eight illustrations and cover design are by Gelett Burgess.

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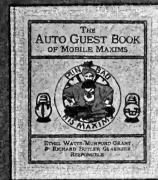








- JOHN DE MORGAN











The Quall. The Kale.

The California Qualt is said To have a tad upon his head, while contrary-wise we style the Kale. A cabbage head upon a fail, the two. The Qualt commences with a quue.



The Pecan. The Toucan.

Very jew can
Tell the Toucan
From the Pecan
Here's a new plan.
To take the Toucan from the tree.
Requires womenae sail-i-tee,
While any one can pick with ease
The Pecans from the Pecan trees.
It's such an easy thing to the
The deven the Toucan he can too.
—17——17——17—

WEATHER OPINIONS FOR ALL SEASONS



UN FOR THE YOUNG ONES: THE FACT THAT CHILDREN HAVE A SENSE OF HUMOR SEEMS TO HAVE DAWNED ON THE FOOLISH, GROWN-UP WORLD RATHER LATE. THEY DON'T CARE MUCH FOR PUNS, AND SARCASM MAKES THEM UNCOMFORTABLE. BUT THEY HAVE A KEEN APPRECIATION OF THE WHIMSICAL, THE ABSURD, OF COMICAL SITUATIONS, OF NAIVE FUN & CLEVER ILLUSTRATIONS.

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"The silvery sardine you'll find
In water and on land;
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THE GUEST OF A WELL-NOURISHED BODY. CAN ANY
ONE IMAGINE SHAKESPEARE AS OTHER THAN A WELLNOURISHED MAN? AND AS FOR EFFICIENCY,—REMEMBER THAT INDIGESTION LOST NAPOLEON WATERLOO.

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When it's hot he wants it cool;
And when it's cool he wants it hot—
Always wanting what is not."

- 3. Concerning the Foolishness of Fowls. Lorimer.
  - "But when you hear from a Hen, she's laid an egg."
- 4. HAPPINESS VS. TROUBLE. BACHELLER. "Minnit a man stops lookin' fer trouble happiness'll look fer him."
- 5. Avoid Suspicion.
  - "When you're walking through your neighbor's melon-patch, don't tie your shoe."
- 6. For All of Us.
  - "There is so much bad in the best of us And so much good in the worst of us."

- 7. THE GAME OF LIFE. ROOSEVELT.
  - "In life, as in a foot-ball game, the principle to follow, is: Hit the line hard! Don't foul, don't shirk, hit the line hard!"
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Andrew Jackson.

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  - "Sez I to myself, 'That hole belongs to that snaix."
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  - "Let the other feller make a dollar once 'n a while."
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  Tells me the earth is a vale of sin;

  But I, and the bees, and the birds, we doubt it,

  And think it a world worth living in."
- 3. THE BRIGHTER SIDE.
  "I therefore turn my clouds about to show the lining."
- 4. A LITTLE WORD, A LITTLE SONG.
  "God help me speak the little word and take
  my bit of singing."
- 5. Sunshine Philosophy. Riley.
  "It's the song ye sing, and the smiles ye wear."
- 6. JOY. JOHN KENDRICK BANGS.

  "Today, whatever may annoy,
  The word for me is Joy, just simple Joy:
  What e'er there be of Sorrow
  I'll put off till Tomorrow,
  And when Tomorrow comes, why then
  "T will be Today and Joy again!"

- 7 JUST BE GLAD. JAMES WHITCOMB RILEY.
  "We know not every morrow can be sad;
  So, forgetting all the sorrow we have had,
  Let us fold away our fears,
  And put by our foolish tears,
  And through all the coming years,
  Just be glad."
- 8. Jog On. Shakespeare.
  "A merry heart goes all the day,
  Your sad tires in a mile-a."
- 9. A LAUGH AT TIME. HOLMES. "Old Time his rusty scythe may whet."
- 10. PRETTY GOOD WORLD. STANTON.

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  Pretty good world, with its love and its light;
  Sing it that way and you'll find it all right;
  Pretty good world, good people."
- II. LOOK FOR GLADNESS. ALICE CARY.
  "If you bring a smiling visage to the glass, you meet a smile."
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- 2. Now I Lay Me Down to Sleep. Theodore D. Seward.
- 3. He Prayeth Best Who Loveth Best. Coleridge.

"He prayeth best who loveth best All things, both great and small."

- 4. Good Morrow, Little Rose-Bush.

  Joel Stacy.

  "To be as sweet as a red rose
- What must a body do?"

  5. HARK! SAYS MORNING-GLORY.
- "Keep on climbing! Keep on climbing!
  This is all their story."
- 6. SLEEP, BABY, SLEEP.
  "Thy father's watching the sheep,
  Thy mother's shaking the dreamland tree,
  And down drops a little dream for thee."

Designed by RAYMOND CARTER.

- 7. THE DUTIES OF LIFE. OLD RHYME.

  "God made a little man to plow and to sow;

  God made a little boy to keep away the crow."
- 8. TIME TO RISE. ROBERT LOUIS STEVENSON. "Ain't you 'shamed, you sleepy-head?"
- 9. A GRACE FOR A CHILD. ROBERT HERRICK. "Here a little child I stand."
- 10. IT. James Whitcomb Riley.
  "A wee little worm in a hickory-nut."
- 11. LULLABY. TENNYSON.

  "Sleep and rest, sleep and rest,
  Father will come to thee soon;
  Rest, rest, on mother's breast,
  Father will come to thee soon."
- 12. CHILD VERSE. OLD SCOTCH RHYME.
  "Rainy, rainy, rattle-stones,
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  Rain on Johnny Groat's house
  Far across the sea."

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- 3. THE VALUE OF A SIMPLY GOOD LIFE. EDWARD HOWARD GRIGGS.
- 4. THE VALUE OF A FRIEND. R. L. S. "And no man is useless while he has a friend."
- 5. ON EASY LIVES. PHILLIPS BROOKS.
  "O do not pray for easy lives! Pray to be stronger men!"
- 6. REQUIEM. ROBERT LOUIS STEVENSON.
- 7. I AM THE CAPTAIN OF MY SOUL.
- 8. THE NIGHT HAS A THOUSAND EYES.
- 9. HAPPY THOUGHT. R. L. S. "The world is so full of a number of things."
- 10. TODAY IS YOUR DAY AND MINE.
  "—the only day we have; the day in which we play our part."
- II. A HEAVEN ON EARTH. MORRIS.
- 12. A PRAYER. ROBERT LOUIS STEVENSON.

- 13. MY CREED. JOHN RUSKIN.
- 14. MORALITY. ROBERT LOUIS STEVENSON.

  "But my duty to my neighbour is much more nearly expressed by saying that I have to make him happy—if I may."
- I 5. HAPPINESS. GEORGE W. CABLE.
  "It is not good for man to be alone, because,
  rightly, self is the smallest part of us."
- 16. THEN WELCOME EACH REBUFF.
  ROBERT BROWNING.
- 17. INSPIRATION. TENNYSON.
  "After it, follow it, Follow The Gleam!"
- 18. PEACE. EDWARD ROWLAND SILL. "Rest—Lo! peace is here."
- 19. CLIMB THE MOUNTAINS. Muir. "Nature's peace will flow into you as sunshine flows into trees."
- 20. THE TRUTH THAT IS REAL. JORDAN.
- 21. JESUS SAITH.
  - "Let not him that seeketh cease from his search until he find—and when he reaches the Kingdom he shall have rest."

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  "Make this forenoon sublime, this afternoon
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- 23. A PRAYER FOR THE DAY'S HELP.
- 24. HAPPINESS. "The best things are nearest."
- 25. O FOR A BOOKE AND A SHADIE NOOKE.
- 26. THE YEAR'S AT THE SPRING.
- 27. A GARDEN IS A LOVESOME THING.
- 28. THEN AWAY WITH LONGING, AND Ho! FOR LABOR!
- 29. FOOT-PATH TO PEACE. VAN DYKE.

#### Designed by HAROLD SICHEL.

- 30. THE WORD. JOHN KENDRICK BANGS.
- 31. And I, Too, Sing the Song of All Creation.
- 32. LIFE'S MIRROR. MADELINE S. BRIDGES.
- 33. THANKSGIVING. JULIET TOMPKINS.
  "But more than all, dear Lord, I thank Thee
  for my friend."
- 34. THE WORLD'S NEED. WILCOX. "So many gods, so many creeds."
- 35. Desiderata. Henry Van Dyke. "Four things a man must learn to do."
- 36. THE ROAD TO LAUGHTERTOWN.
  "O ye who have lost the way—go learn from a little child each day."
- 37. LIFE'S PURPOSE. ROBERT BROWNING. "So the chase take up one's life, that's all."
- 38. THE HEART THAT DARES. SWEENEY.
- 39. A PRAYER. HENRY VAN DYKE.

- 40. BE STRONG. BABCOCK.
- 41. SLEEP TO WAKE. ROBERT BROWNING.
- 42. LOVE'S MAGIC. TENNYSON.
  "Love took up the glass of Time and turn'd it with his glowing hands."
- 43. SWEETNESS WITH STRENGTH. R. L. S. "Gentleness and cheerfulness, these come before all morality."
- 44. WILL IS FATE. EDWARD ROWLAND SILL. "And fate is fate through man's free will."
- 45. THE SOUL'S VICTORY. SHELLEY. "This is alone Life, Joy, Empire, Victory."
- 46. THE LIFE BEAUTIFUL. WILLIAM II.
  "To be strong in pain; not to desire what is
  unattainable or worthless."
- 47. HEROIC HEARTS. TENNYSON.
  "Though much is taken, much remains."
- 48. Much In Little. Robert Herrick. "A little bin best fits a little bread."
- 49. FOR GRACE. ROBERT LOUIS STEVENSON.
- 50. THE PRAYER PERFECT. RILEY.
  "Dear Lord! Kind Lord! Gracious Lord, I
  pray."
- 51. A Man's Life. Tennyson.
  "Live pure, speak true, right wrong, follow the King."
- 52. A MILE WITH ME. HENRY VAN DYKE. "Oh, who will walk a mile with me along life's merry way?"
- 53. JUST ONE FRIEND. R. L. S.
  "If we have but one to whom we can speak out of our heart."
- 54. THE RAINBOW. WORDSWORTH.
  "My heart leaps up when I behold a rainbow in the sky."

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- 2. REST. GOETHE.
- 3. THE SAVOR OF PAST MERCIES. R.L.S.
  "But like the voice of a bird singing in the rain, let grateful memory survive."
- 4. INDIVIDUAL RESPONSIBILITY.

  "No one can acquire for another—not one."

  No one can grow for another—not one."
- 5. THANKFUL BEE FOR BLESSINGS TODAY. ADOLPHUS GOSSE.
- 6. THINGS THAT MAKE MEN HAPPY. JOHN RUSKIN.
- 7. THE OPTIMIST'S CREED. DICKENS.
- 8. LIFE IS BUT ONCE. MARY JOHNSTON.
- 9. THE MAN WORTH WHILE. WILCOX.

- 10. NEVER STRIKE SAIL TO A FEAR.
  RALPH WALDO EMERSON.
- II. FEED THY SOUL. JAMES TERRY WHITE.
- 12. A BRIEF PRAYER. WALLACE.
- 13. GREATLY BEGIN. JAMES RUSSELL LOWELL. "Not failure, but low aim is crime."
- 14. THE SIMPLEST CREED. KINGSLEY.
  "Be good, sweet maid, and let who will be clever."
- 15. MEND YOUR SCALES. Cook.
  "A trouble is what you make it."
- 16. AIR CASTLES. HENRY D. THOREAU.
- 17. WORKING RULES. KING LEAR. "Have more than thou showest."
- 18. SEARCH THYSELF. GEORGE HERBERT. "Dress and undress thy soul."

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  "Out of the dusk a shadow, then, a spark."
- 2. FRIENDS. HERMAN CHARLES MERIVALE.
  "And what can Time hurt me, I pray, with?"
- 3. MORN. EMILY HENRIETTA HICKEY. "Faithful to God and thee."
- 4. LOVE STAYS. ANGELA GORDON. "Time flies, Love stays."
- 5. AFTERWARDS—DAY. EMILY DICKINSON. "Here a star, and there a star."
- 6. LIGHT YOUR FIRE. HENRY VAN DYKE. "Life was made for love and cheer."

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- 3. DIVINE PEACE. ALICE A. RUSSELL. "Enfolded in Thy Love divine,
  In peace I lay me down and sleep."
- 4. LIVE THY CREED. HORATIUS BONAR. "Hold up to earth the torch divine."
- 5. A LITTLE FENCE OF TRUST. Mrs. Butts. "Build a little fence of trust around today."
- 6. True Living. Horatius Bonar.
  "Think truly, and thy thoughts shall the world's famine feed."

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"For a jollie goode Booke whereon to looke Is better to me than Golde."

- 2. My BOOK. Designed by ROBERT W. HYDE.
  "If thou art borrow'd by a friend
  Right welcome shall he be
  To read, to study, not to lend,
  But to return to me."
- 3. OLD BOOKS TO READ. Designed by Gor-DON Ross.

"Old wood to burn, old wine to drink, old friends to trust, old books to read."

- 4. Go LITTLE BOOK. Designed by ROBERT W. HYDE.
  - "Go little book and wish to all Flowers in the garden, meat in the hall, A bin of wine, a spice of wit, A house with lawns enclosing it."
- 5. A LITTLE HEALTH, A LITTLE
  WEALTH. Designed by R.W. HYDE.
  "A little house and freedom."
- 6. LINES TO A BOOK BORROWER. Designed by ROBERT W. HYDE.
  - "Ask me no more! the moon may draw the sea, But you can draw no more books out of me."

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THE GAME OF LIFE

N LIFE, as in a foot-ball game, the principle to follow, is: HIT THE LINE HARD DON'T FOUL HIT THE LINE HARD! Therefor Russell

THE C SIMPLEST CREED ITH ALL THE F GODD, sweet Smand & let who will be clever TREASURE IN THE EARTH WHAT Do noble things not PROFIT IS THERE dieum themall day long. And so make hie death

WITHOUT CONTENT MENT THERE IS

WANTING MIRTH? and that vast torever WITH ALL THE CROPS One gand sweet tong OF EAST AND WEST. DEARTH .- & So to be blythe

PRETTY GOOD WORLD RETTYCOOD

WORLD WITH ITS DARK & ITS BRIGHT. PRETTY GOOD

WORLD WITH ITS LOVE E- ITS L'GHT. SING IT THAT WAY AND YOU'LL FIND IT ALL RIGHT:-PRETTY GOOD WORLD, GOOD PEOPLE! - FRANK L STANTON

BELOVED A redder berry on the thorn A Super yellow on the com. For this good day new-born. Pray Sweet for me

That I may be Faithful to God

and thee.

MANUEL TERM

WHEN du ly are burnes free, Then the fire is full of also. When each have gives out its best. Then the talk is full of zeit: Light your fire and never four. Life was made for love Diheer CHINAY?

-

AIM HIGH REATLY boding I though thou have time But for a line, be that sublime. Not failure, but low

aim is crimo asse

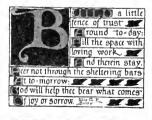




The Puss. The Octo-pus.

The Octopus or Cuille-fish! I'm sure that none of us would wish To have him scuille round the house, the puss, when she espies a mouse: When you secure your house hold pet. Be very sure you do not get The Octo-pus, or there may be Dom- es-tic in-jelis-ily







IS SURELY BEST WILLIAM DUNBAR

OME ADORNMENT: BRIGHT GLINTS OF COLOR UPON THE WALLS HAVE A WONDERFULLY CHEERING EFFECT THAT NO OTHER ELEGANCIES CAN GIVE. WE MUST HAVE PICTURES; & NO LESS MUST WE HAVE THOSE RICH MOTTO CARDS THAT NOT ONLY PLEASE THE EYE WITH COLOR, DESIGN AND ILLUSTRATION, BUT ALSO SPEAK THEIR MESSAGE IN QUAINTLY ILLUMINATED TEXT.

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  "Hail Guest! We ask not what thou art.

  If friend, we greet thee hand and heart;

  If stranger, such no longer be;

  If foe, our love shall conquer thee."
- 2. SLEEP SWEET WITHIN THIS QUIET ROOM.
  - "Forget thyself and all thy woes,
    Put out each feverish light;
    The stars are watching overhead;
    Sleep sweet. Good night, Good night."
- 3. Bring Here No Tattle In.
  "Nor take none out. So may the Love of
  God dwell in this house."
- 4. Some HAE MEAT. ROBERT BURNS.

  "Some hae meat and canna' eat,
  And some wad eat who want it;
  But we hae meat and we can eat,
  So let the Lord be thankit."
- 5. HOUSE BLESSING. ISABEL FINLEY.
  "Hail to the Roof-Tree! May the Sun
  strengthen it!"

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"I sink to sleep by thoughts of Heaven blest, knowing that God is all."

"The love that kept me through the passing night can guide and keep me still."

On facing inner pages of a folder  $9\frac{3}{4} \times 6\frac{1}{2}$  inches when closed, these two hymns, full of the faith that brings perfect peace, are printed with decorations in purple and gold by Raymond Carter.

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Enclosed in envelope, 25 cents net.

BEAUTY, THE LIGHT THAT LIGHTETH EVERY MAN. By STANTON DAVIS KIRK-HAM. The need for beauty in daily life and thought is emphasized on a card 5½ x8½ inches, designed and lettered by Harold Sichel.

Enclosed in envelope, 10 cents net. Appropriately framed, 75 cents net; postage extra.

THE KINGDOM OF HEAVEN IS WITHIN. By STANTON DAVIS KIRKHAM.

"The utmost that sage or seer can do is to lead us to ourselves."

Printed on a card  $5\frac{1}{2} \times 8\frac{1}{2}$  inches, designed by Harold Sichel. Enclosed in envelope, 10 cents net. Appropriately framed, 75 cents net; postage extra.

GOOD THINGS AND GRACES: FOR DINING-ROOM, KITCHEN, OR ANY WALL SPACE. These bright conceits of Isabel Goodhue really portray pleasant aspects of daily life in the guise of recipes for chosen dishes. They are

gaily illustrated and embellished in four colors and gold on folders of old Stratford parchment, 10 x 6 1/4 inches, after designs by Gordon Ross.

- I. GAME PIE. A glad picture of out-doors.
- 2. IRISH STEW. Merry good sense, with a dash of blarney.
- 3. Brown Betty. All the ingredients of wholesome girlhood, mixed with sunshine.
- 4. JOHNNY CAKE. What a small boy is made of.
- 5. GINGER-SNAPS. A recipe for lively, vigorous, joyous endeavor.
- 6. MAYONNAISE FOR BLUE MONDAY SALAD. To make all work palatable.

Enclosed in envelopes, each 15 cents net. Framed in attractive wood moldings, 75 cents net; postage extra.

- DEN DECORATIONS: For Snuggery, Growlery, Office or Study. Every one who works at all indoors knows how much it helps to have the eye rest occasionally on something bright and cheerful on the walls—the bits of color and mirth that gladden the owner and amuse the visitor. Here are a few, masculine and feminine:
- Money and A Friende. An ancient rhyme with ever modern meaning for borrowers and lenders, revived in color and gold with illustrations by Spencer Wright, on a sheet  $7\frac{1}{2} \times 12\frac{3}{4}$  inches.

Enclosed in envelope, 25 cents net.

A COLLECT FOR CLUB WOMEN. By MARY STUART.

"Keep us, O God, from pettiness."

Designed by Will Jenkins and embellished upon a card  $9 \times 7 \frac{1}{4}$  inches. Enclosed in envelope, 15 cents net.

Woman's Rights. By Mr. Dooley (Finley Peter Dunne). The question of the day presented in colored illustration by Raymond Carter, on a card 5 3/5 x 8 3/4 inches.

"What does a woman want iv rights whin she has priv'leges. \* \* \* If I cud fly d'ye think I'd want to walk?"

Enclosed in envelope, 15 cents net.

'T AIN'T NO USE TO GRUMBLE. By JAMES WHITCOMB RILEY.

"When God sorts out the weather and sends rain, why, rain's my choice."

This gem of weather philosophy with its wide application is printed in brown on a white panel with designs by Harold Sichel, mounted on a dark brown sheet  $6\frac{1}{2} \times 7\frac{1}{2}$  inches.

Enclosed in envelope, 10 cents net. Suitably framed, 60 cents net; postage extra.

Here are sets of the most original and amusing little favors that will enable the hostess properly to "mix" her guests at an entertainment, or to assign partners at dinners, dances, card parties or other functions. As place-cards, too, they will be found a delightfully novel innovation. They consist of reproductions of the quaint illustrations from Professor Wood's two mirthful books, How to Tell the Birds from the Flowers and Animal Analogues. There are, in all, sixteen pairs of subjects, each pair printed on bristol-board, scored for parting by the hostess, each corded so that it may be worn as a tally-card or favor. Thus, if one fair guest draws "The Parrot," her partner will be the man who has drawn "The Carrot"; the man who draws "The Ole Gander" must look for a partner who has drawn "The Oleander." And so they run, "The Puss" taking "The Octo-pus," "The Bunny" taking "The Tunny," "The Pecan" taking "The Toucan" and "The Pansy" taking "The Chim-pansy."

The series comprises an assortment of sixteen subjects or pairs, making thirty-two individual tally-cards, providing for the entertainment of thirty-two guests without duplicates. Any desired number of pairs will be supplied, and up to sixteen pairs without duplicates. Each pair, 4 cents net.

- Doggerel Dodgers. Nothing could be jollier for den or cosy-corner, at home or at college, than these very original pictures by Albertine Randall Wheelan. They are printed in quadri-color and mounted on heavy brown vellum cards,  $9\frac{1}{2}$  x 11 inches.
- I. FOR IT'S ALWAYS FAIR WEATHER.
  Two gay dogs and a chubby pup.
- 2. BUNS AND ROLLS. Gymnastics of roller-skating bunnies.
- 3. TEDDY BEAR'S SEAL OF LOVE. The "Seal" is the sort that sealskin grows on.
- 4. On the Lynx. The golfing fox makes a fine drive.
- 5. THE KITTEN DEBUTANTE. Preparing to make a good catch.
- 6. So NEAR AND YET CHAUFFEUR! Motoring kitten and discomfited bulldog.

Enclosed in special envelopes, each 25 cents net. Framed in brown oak, each \$1.00 net; in gold, \$1.75 net; postage extra.

- POST-CARDS. To find post-cards that are genuinely funny without a touch of vulgarity is too often by no means easy; but the miniature reproductions of the Doggerel Dodgers just described are full of fun without offense.
- DOGGEREL DODGER POST-CARDS: ALBERTINE RANDALL WHEELAN'S pictures of festive animals, printed in four colors on post-cards of regulation size, are not only suitable for mailing to fun-loving friends but will also serve admirably for supper place-cards or favors.

Set of six cards, enclosed in envelope, 15 cents net; any two cards, 5 cents net.

WHEN HEARTS UNLOCK & HANDS CLASP MORE WARMLY COMES AS A BLESSING UPON THE WORLD TO GLADDEN & HALLOW THE CLOSE OF THE OLD YEAR AND TO BRIGHTEN THE COMING OF THE NEW. NOW IS THE TIME OF MIRTH THAT MELLOWS THE SPIRIT TO A BROADER CHARITY; NOW IS THE TIME WHEN ANCIENT CUSTOM CALLS FOR THAT INTERCHANGE OF GIFTS WHICH HEALS ESTRANGEMENTS AND RENEWS AND STRENGTHENS OLD LOVES AND FRIENDSHIPS.

- CHRISTMAS AND NEW YEAR'S CARDS: Full of the Joyance, Mirth and Good-Will of Yule-Tide. Many are the glad themes of the gladdest time of the year, but they are all here Mirth and Jest, Song and Feast, Peace and Love, Friendship and Good-Will,—in cards of perfect design as fair as gold and rainbow colors could make them. Every card is enclosed in its special envelope with a novel and pleasing satiny effect.
- 3. A CHRISTMAS THOUGHT. "What blessing can I wish you, O my friend?" A green folder, 9 x 6 inches, designed by Raymond Carter. 15 cents net.
- 5. Joy of Christmas-Tide Be with You. In gold, on a folder 3 1/4 x 5 1/4 inches, designed by Harold Sichel. 10 cents net.
- 6. CHRISTMAS WISH OF CHEER. "God bless the master of this house, And the mistress also, and all the little children that round the table go." Merrily designed by F. Woolrich, 7 x 5 inches. 10 cents net.
- A CHRISTMAS PIE. An old English glee, pictured on a folder 9½ x 6 inches, designed by Spencer Wright. 15 cents net.
- 8. CHRISTMAS PEACE AND LOVE. By MARY VAUGHAN. "Peace that passes all the rest, Love by which a world is blest." Illuminated by Robert Wilson Hyde on a card 7 x 5 ½ inches. 10 cents net.

- 10. A NEW YEAR'S PROPHECY. By AGNESS GREENE FOSTER. "Love is at sixty as at twenty." On a folder designed by Robert Wilson Hyde, 3 x 9 inches. 15 cents net.
- 13. A CHRISTMAS SONG. By FLORENCE EVELYN PRATT. "Oh, Christmas is a jolly time."
  With a Madonna in delicate tints by Gordon Ross. 13½ x 9½ inches. 25 cents net.
- 14. THE MESSAGE OF THE IRIS. By Has-KELL WILLIAMS. "May all thy holidays be bowers." Child's head by Gordon Ross in color on leaf 13½ x 9½ inches. 25 cents net.
- 16. THE TRUE GREETING. By AGNESS GREENE FOSTER. "For 'twas love that prompted the sending of this message to you, friend of mine." On a folder, by Harold Sichel, 5½ x 4¼ inches. 15 cents net.
- 17. WHEN YULE IS HERE. "Old Ties are dear when Yule is here." With gold text and red holly, designed by Harold Sichel, on a folder 3 x 5 1/4 inches. 10 cents net.



White Live is book.

Dear one Obstitute The Chestman Driv.
Le one plant heart:
The dwy Chest plant was a serious star way.
As believed to concern his charter Root to
En Learnes born.
En Learnes born.
En Learnes born.
En Learnes born.



ome to us Christmas good old dag Soften us dien us say your say Lo hears which think too eager keeps of heares which think too eager keeps of heave which follow feasting skeps. Good Christmas whom our children low Die low you too! Ziff it as allowed. Our cares, our fears, our small desires! Open our hands and stir the fires Op heart fedlowship within us. And back to love & kindness win us!









has come once more as of your and idinos

Measurin Person are sinoine still Peace on Parthestonil Peace on Parthestonil Peace of the Peace







## CHRISTMAS AND NEW YEAR'S CARDS. To BE MAILED AS GREETINGS OR SLIPPED INTO HOLIDAY BOXES.

- 18. A CYNIC'S CHRISTMAS FEAST. A very humorous verse by J. Ashby-Sterry, with an equally humorous illustration in color by Raymond Carter, on a card 4 1/4 x 7 inches. 10 cents net.
- 19. A JOYOUS CHRISTMAS. "Let there be no sadness." Printed on a folder 7 x 5 ½ inches, designed in gold by Harold Sichel. 20 cents net.
- 20. CHRISTMAS IS A HAPPY TIME. With the jovial design, "Bringing in the Pudding," by Raymond Carter on a card 7 x 5 inches.

  15 cents net.
- 21. JOY AND PLENTY. "Joy and plenty in the cottage, peace and feasting in the hall."

  Designed by Raymond Carter on a card 4½ x 5½ inches. 15 cents net.
- 22. BLESSINGS ON THE NEW YEAR. By CORA H. BUELL. On a card 6 x 9 3/4 inches designed in color by Raymond Carter. 20 cents net.
- 23. AT CHRISTMASSE TYDE. A delightful little poem in old English style by WILLIS BOYD ALLEN. "Four gladde thynges there be." On a card 6½ x 9 inches with medallions by Harold Sichel. 20 cents net.
- 24. CHRISTMAS & NEW YEAR'S GREET-INGS. All the compliments of the season are conveyed by this little folder, both Christmas and New Year's. Designed by Harold Sichel,

  3 x 2½ inches. Just the thing to enclose with a Yule-tide gift. 5 cents net.
- 27. THE AUTOIST'S RECORD-BREAKING CHRISTMAS. By ETHEL WATTS-MUMFORD GRANT. Wishes for "A Record-Breaking Christmas and a Rubber-Tired New Year to You," mounted on a red presentation card, 3 x 4 ¼ inches, with designs by Harold Sichel. 10 cents net.

- 29. CHRISTMAS GREETINGS FROM JAPAN.
  Really a novelty, for the design by Harold
  Sichel is printed on gray, satin-toned Japanese
  wood, 4 1/4 x 3 inches. 10 cents net.
- 31. A CHRISTMAS SNOWY AND BLOWY.

  "And true friends, and new friends and all good friends together. From your friend—"

  A jolly old rhyme on a card 6½ x 9 inches, designed by Frances Washington Delehanty.

  20 cents net.
- 32. ALL GOOD THINGS BE YOURS. A true holiday wish. Designed by Frances Washington Delehanty, with gold lettering on a rich folder 41/4 x 5 7/8 inches, showing a boy and a girl in court costume. 10 cents net.
- 33. MAY JOY WITH YOU ABIDE. "May joy with you abide, this merry Christmas Tide." A pleasant little rhyme to give the true Christmassy flavor to a holiday gift or message, with designs by Robert Hudson, on a folder 2½ x 6½ inches, with lines for the sender's name and good wishes. 10 cents net.
- 34. THE CAROL AT THE GATE. "God send you a happy New Year." An old English holiday glee, designed by Frances Washington Delehanty in green and gold on a dark brown folder, with a blank for the sender's name, 2½ x 6¼ inches. 10 cents net.
- 35. CHRISTMAS, GOOD OLD DAY. By EDward Sanford Masten. "Come to us, Christmas, good old day." Designed with rubricks and mistletoe sprays by Harold Sichel, printed in old English green on marbelized paper and mounted on a dark brown card, 6½ x7½ inches. 15 cents net.
- 36. THE KING'S BIRTHDAY. By AGNESS GREENE FOSTER. A beautiful Christmas poem embodying a hope for a life-long Christmastide, with designs by Harold Sichel, on a card 5 x 8 ½ inches. 20 cents net.

COCKS OF THE YEAR: AS WE NOTE THE PASSAGE OF THE HOURS BY THE NUMERALS ON THE DIAL OF THE CLOCK, EVEN SO DO WE MARK THE PROGRESS OF THE MONTHS BY THE LEAVES OF OUR CALENDARS—A PAGE FOR EVERY STAGE OR EVERY TWO STAGES OF EARTH'S GOLDEN MARCH AROUND THE SUN. "I MARK THE SUNNY HOURS ALONE," READS THE OLD LATIN MOTTO OF THE SUN-DIAL; LET THEN THE LEAVES OF OUR YEAR DIALS, OUR CALENDARS, BE SUNNY, BRIGHT WITH PLEASANT WORDS & GLOWING COLORS.

CALENDARS FOR 1910: Pages from the Book of Father Time. Richly simple,—for while every leaf is beautifully illustrated in color, great care and taste has been exercised to avoid that over-elaboration which gradually palls upon the eye. In every case both words and decorations have been chosen in view of the fact that the calendars we send to our friends should not be things of a day, but works of Art and Thought to be looked upon with pleasure through all the coming year and even treasured when that year is with the Past. That the first impression may be agreeable, each calendar is enclosed in a tasteful box of pleasant hue, with greeting labels designed by Harold Sichel.

Heroic Hearts: Impressions Calendar for 1910. On the first page of this twelve-leaf calendar, designed by Harold Sichel, is depicted a young knight, holding a golden spear with a white pennon, mounted on a war-horse with trappings of white and gold and green. And lettered in the design are the words of young Sir Gareth in Tennyson's "Idylls of the King," beginning, "Man am I grown, a man's work must I do." The leaves that follow are: Desiderata, Van Dyke; Life's Mirror, Madeline S. Bridges; Sleep to Wake, Browning; A Prayer, Van Dyke; And I, Too, Sing the Song of All Creation; The Heart That Dares, Sweeney; The Road to Laughtertown, Katherine D. Blake; Be Strong, Babcock; The Word, Bangs; Thanksgiving, Juliet Wilbur Tompkins; Life's Purpose, Browning. The dimensions are 7x11 inches.

Enclosed in box, with greeting label, \$1.00 net.

Just One Friend: Aspirations Calendar for 1910. Twelve leaves of varied coloring and style, illustrating equally varied quotations, compose this calendar. Among the subjects are: Just One Friend, R. L. S.; For Grace, R. L. S.; The Life Beautiful, Emperor William II of Germany; The Rainbow, Wordsworth;

CALENDARS FOR 1910: FOOTPRINTS OF THE HAPPY FLYING MONTHS. Love's Magic, Tennyson; Much in Little, Herrick; Will Is Fate, Sill; The Prayer Perfect, Riley; A Mile with Me, Van Dyke. Size, 7x11 inches.

Enclosed in box, with greeting label, \$1.00 net.

Time to Rise: A Children's Calendar for 1910. A sleepy youngster with a most realistic yawn begins this pleasant little six-leaf calendar, illustrating Stevenson's verse, "Time to Rise." The other subjects are: It, James Whitcomb Riley; Rainy, Rattle-Stones, an old Scotch verse; A Grace for a Child, Herrick; The Duties of Life, an old rhyme; and Lullaby, Tennyson. Charmingly and humorously done in color by Raymond Carter. Size, 8 7/8 x 9 inches.

Enclosed in box, with greeting label, 75 cents net.

- THE BRIGHTER SIDE: Good Cheer Calendar No. 1 for 1910. There are six leaves of sunshine in this calendar, leaves in which words and colors vie with each other for the prize of cheerfulness. The subjects are: The Brighter Side; All's Blue, Browning; A World Worth Living In, Wilcox; A Little Word, a Little Song; Sunshine Philosophy, Riley; and Joy, Bangs. Size, 6½ x 7¼ inches. Enclosed in box, with greeting label, 60 cents net.
- Just Be Glad: Good Cheer Calendar No. 2 for 1910. Here is another calendar with the note of happiness running all through its six pages, gaily designed by Harold Sichel. The subjects are: Just be Glad, Riley; A Laugh at Time, Holmes; Look for Goodness, Alice Cary; Pretty Good World, Frank L. Stanton; Be Blythe, William Dunbar; Jog On, Shakespeare. Size, 6½ x7¼ inches. Enclosed in box, with greeting label, 60 cents net.
- Don't Git Sorry fer Yerself: Homely Maxims Calendar No. 1 for 1910. Mrs. Wiggs, that practical humorist, begins this six-leaf calendar with the saying that gives its title. On the other pages Raymond Carter has joyously played with colors about the subjects: Contrariness; Concerning the Foolishness of Fowls, Lorimer; Happiness versus Trouble, Bacheller; Avoid Suspicion, and For All of Us. The dimensions are  $7 \times 8 \frac{1}{2}$  inches.

  Enclosed in box, with greeting label, 60 cents net.
- THE OTHER FELLER: Homely Maxims Calendar No. 2 for 1910. A companion to the preceding, embodying sayings of typically American philosophy and humor. The subjects are: The Other Feller and Having Fun, David Harum; The Game of Life, Roosevelt; The Eleventh Commandment, Andrew Jackson; Snaix, Josh Billings; and, It's Up to You, Mrs. Wiggs. Size, 7 x 8 ½ inches. Enclosed in box, with greeting label, 60 cents net.









Thou are my friend to my precepts be true For I AM THE TRUTH which is now taught by you.

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CALENDARS FOR 1910: PETALS FROM THE ROSES OF THE YEARS.

- I Am the Truth: Strengtheners Calendar for 1910. In this twelve-leaf calendar, six leaves consist of reproductions in rich duotone on sepia cameo board of celebrated religious pictures by Guido Reni, Eugene Burnand, Anton Dietrich, Briton Riviere and H. Lerolle, with spiritual interpretations by Agness Greene Foster. The remaining six leaves are helpful strength-giving messages, embellished in color and gold by Harold Sichel. Dimensions, 8 % x 9 inches. Enclosed in box, with a label, Plockhorst's "Repose After the Flight to Egypt," \$1.00 net.
- FRIENDS: A CALENDAR OF SHADOWINGS. This calendar has a peculiar delicacy of charm in both material and subjects. Each leaf is a thin sheet of silvery gray or brown Japanese wood, on which is mounted a little lyric of wonderful grace printed on shadow-paper through which faintly show leafy traceries. The subjects of the six leaves are: Friends, Merivale; Morn, Hickey; Love Stays, Angela Gordon; Evolution, Tabb; Afterwards—Day, Emily Dickinson; and Light Your Fire, Van Dyke. The size is  $3\frac{1}{2} \times 10$  inches.

  Enclosed in dainty box, 50 cents net.
- MEND YOUR SCALES: Miniature Calendar. Wisdom, nobility, faith, courage and beauty flavor the sayings presented on the twelve leaves of this calendar, illuminated in gold and color by Harold Sichel. The subjects are: Mend Your Scales, Cook; The Simplest Creed, Kingsley; Air Castles, Thoreau; Greatly Begin, Lowell; Search Thyself, Herbert; Working Rules, King Lear; Feed Thy Soul, White; The Man Worth While, Wilcox; The Optimist's Creed, Dickens; A Brief Prayer, Wallace; Never Strike Sail to a Fear, Emerson; and Do Not Worry, Lincoln. The size is  $4 \times 7 \frac{1}{2}$  inches.

Enclosed in box, with greeting label, 35 cents net.

- SEAL OF LOVE: A Little Calendar of Jolly Good Fellows. ALBERTINE RANDALL WHEELAN'S mirth-provoking animals, Bear and Seal, Fox and Lynx, Dogs and Cats, disport themselves in four colors on the six leaves of this jolly calendar, which takes its name from "Teddy Bear's Seal of Love." Size, 5½ x7¼ inches. Enclosed in an attractive box, 25 cents net.
- FAIR WEATHER: The Big Calendar of Jolly Good Fellows. Like the foregoing, this presents Mrs. Wheelan's funny animals, but larger. The picture, entitled, "For It's Always Fair Weather When Good Fellows Get Together," holds the place of honor on the January leaf. Dimensions, 11 x 14 inches.

Enclosed in box, with post-card label, 50 cents net.

#### The King's Birthday

VERY day is a King's Birthday
When Love is born.

And best of all along life's way
The King comes in to rest and stay,
When Love is born,
When Love is born.

When Love is born—

So small a part to us is given;

Love is enough! for that is heaven!

When Love is born,

When Love is born.

ING out, O bells! Tis Christmas Day
In one glad heart;
For the Christ-child comes adown this way,
And whene'er he comes,'t is a King's Birthday,
For Love is born,
For Love is born.

9

Aquess Greene Foster

From
You & Some Others
Being Poems for Occasions
By Agness Greene Foster
Copyright, 1909
by Paul Elder & Company
San Francisco

ome to us, Christmas, good old day,
Soften us, cheer us, say your say
To hearts which thrift, too eager, keeps
In bonds, while fellow-feasting sleeps.
Good Christmas, whom our children love
We love you, too! Lift us above
Our cares, our fears, our small desires!
Open our hands and stir the fires
Of helpful fellowship within us,
And back to love & kindness win us!

From Christmasse Tyde
By Jennie Day Haines
Copyright, 1909
by Paul Elder & Company
San Francisco





